

Strategic Communications:

INTERNATIONAL PERSPECTIVES

	Sunday July 26	Monday July 27	Tuesday July 28	Wednesday July 29	Thursday July 30	Friday July 31
Session 1 8:30 am - 10:00 am		Communicating Strategically - Paul Argenti	Crisis Communications, Principles, Cases, Recovery - Peter Hirsch	Reputation, Credibility & Influence - Roger Bolton, President, Arthur W Page Society	Making Internal Communications Count - David Grossman	What role can comms people play? Future of the Profession - Panel Discussion: Paul Argenti, Joe Cohen, Adam Grossberg, Deidre Latour, Dawn Schneider
Break						
Session 2 10:30 am - 12:00 pm		What is a business for? - Paul Argenti	Crisis Communications, Principles, Cases, Recovery - Peter Hirsch	Reputation, Credibility & Influence - Roger Bolton, President, Arthur W Page Society	The Value of Social Media: Developing a Framework - Tony Lederer, Grey Adv.	Leadership and Personal Responsibility - Paul Argenti
Lunch 12:00 pm - 1:30 pm		Directing Global Teams - David Zucker	Staffing a Crisis: Who, Where, and How - Rhonda Barnat	Managing Reputation: The Role of Corporate Communications - Gary Sheffer, Corp Comm & Public Affairs, General Electric	Making CSR Work - Catherine Heaney, 2013 Participant	Lunch. Awards
Session 3 1:30 pm - 3:00 pm		The Corporation's Responsibility to the Environment - Paul Argenti	Global Crisis, Costa Concordia - Paul Argenti	Coaching for the Media, Making the Most of a Media Appearance - Jane Praeger	The Value of Social Media: Using it Effectively - Tony Lederer, Grey Adv.	<i>Free time - On Your Own</i>
Break						
Session 4 3:30 pm - 5:00 p m	Welcome Reception 4:30 pm - 7:00 pm Global Communications Cultural Exercise	Corporation and Human Rights - Paul Argenti	Personal Reflections - Paul Argenti 4 - 5	Coaching for the Media, Making the Most of a Media Appearance - Jane Praeger	Leadership Communication & Communication Style - Alan Nelson, Partner, CRA Inc.	Final Reflections
Evening 5:30 pm - 7:00 pm	Getting to Know You - Paul Argenti	<i>Free evening</i>	Off-site event: "Escape the Room" adventure.	<i>Free evening</i>	<i>Free evening</i>	Celebration Dinner